

What is claimed is:

1. A method for managing sales activities, said method comprising the steps of:
 - storing, in a database, a plurality of activity item information sets respectively representing each of a plurality of sales activity items included in sales activities for achieving a business transaction, in association with each of a plurality of stages according to which the plurality of sales activity items are classified based on progress of the business transaction;
 - 10 retrieving one or more activity item information sets stored in the database, in response to an instruction from an operator of a terminal; and
 - controlling a display device of the terminal to display both of the one or more retrieved activity information sets and information
 - 15 representing one of the plurality of stages which corresponds to the one or more activity information sets.
2. The method according to claim 1, further including the step of
 - storing, in the database, activity item evaluation information
 - 20 representing whether each of the plurality of activity items has been attained, in association with each of the plurality of activity item information sets.
3. The method according to claim 1, further including the step of
 - 25 controlling the display device of the terminal to display the one

or more activity item information sets in association with the activity item evaluation information, by stage.

4. The method according to claim 2, further including the step of
 - 5 storing, in the database, in a case where the activity item evaluation information represents that each of the activity items each associated with one of the plurality of stages has been attained, stage completion information representing that the one of the plurality of stages has been completed.
- 10 5. The method according to claim 2, further including the step of
 - storing, in the database, information representing a completion scheduled date of each of the plurality of stages.
- 15 6. The method according to claim 5, further including the step of
 - storing, in the database, in a case where the activity item evaluation information represents that one of the activity items each corresponding to one of the stages has not yet been attained even after the completion scheduled date has passed, information
 - 20 representing that the business transaction is delayed at one of the plurality of stages.
7. The method according to claim 5, further including the step of
 - displaying information representing the completion scheduled date of each of the stages and information representing an attainment
 - 25 status of each of the stages, in association with each of the stages,

and

wherein the information representing the attainment status represents

in a case where at least one activity item information set
 5 represents that one of the activity items each corresponding to one of
 the stages has not yet been attained, that the business transaction is
 being delayed at one of the plurality of stages, and

in a case where the activity item information sets respectively
 represent that the activity items each corresponding to one of the
 10 stages have been attained, that the one of the plurality of stages has
 been completed.

8. The method according to claim 1, further comprising the
 step of

controlling the display device of the terminal to display a
 15 message for suggesting the operator to change an action of the
 activity item evaluation information representing that one of the
 activity items has not yet been attained, when changing the activity
 item evaluation information corresponding to one of the activity
 items in association with a first stage of the plurality of stages so as
 20 to represent that the one of the activity items has been attained, in a
 case where the activity item evaluation information represents that
 one of the activity items corresponding to a second stage of the
 plurality of stages where the business transaction has been progressed
 to a level lower than a level of progression at the first stage has not
 25 yet been attained.

9. The method according to claim 2, further including the step of

storing, in the database, the activity item information sets in association with information representing the business transaction,
5 according to each target business transaction having business activities including the activity items shown in the activity item information.

10. The method according to claim 9, further including the step of

10 storing, in the database, a scenario of the sales activities toward a customer of each target business transaction, in association with information representing the customer.

11. A sales-activity management system comprising:

a processor which executes a process for managing sales
15 activities;

a storage section which stores information necessary for executing the process; and

a timer which supplies said processor with time information, and wherein said processor

20 stores, in a database, a plurality of activity item information sets respectively representing a plurality of activity items included in the sales activities performed for achieving a business transaction, in association with each of a plurality of stages according to which the plurality of sales activities are classified based on progress of the
25 business transaction,

retrieving one or more activity item information sets of the plurality of activity item information sets stored in the database, in response to an instruction from an operator of a terminal, and

controlling a display device of the terminal to display both of
 5 the one or more retrieved activity information sets and information representing one of the plurality of stages which corresponds to the one or more activity information sets.

12. The sales-activity management system according to claim
 11, wherein

10 said processor further stores, in the database, activity item evaluation information representing whether each of the plurality of activity items has been attained, in association with each of the activity item information sets.

13. The sales-activity management system according to claim
 15 12, wherein

said processor controls the display device of the terminal to display the one or more activity item information sets in association with the activity item evaluation information, by stage.

14. The sales-activity management system according to claim
 20 12, wherein

said processor stores, in the database , in a case where the activity item evaluation information represents that each of the activity items each associated with one of the plurality of stages has been attained, stage completion information representing that the one
 25 of the plurality of stages has been completed.

15. The sales-activity management system according to claim
12, wherein

said processor stores, in the database, information representing a
completion scheduled date of each of the plurality of stages.

5 16. The sales-activity management system according to claim
15, wherein

said processor

stores, in the database, in a case where the activity item
evaluation information represents that one of the activity items each
10 corresponding to one of the stages has not yet been attained even
after the completion scheduled date shown in date/time information
sent from said timer has passed, information representing that the
business transaction is delayed at one of the plurality of stages.

17. The sales-activity management system according to claim
15 11, wherein

the database is included in said storage section.

18. A sales-activity management system comprising:

sales-activity-information storage means for storing, in a
database, sales activity information regarding sales activities
20 performed for achieving a business transaction;

sales-activity-information retrieval means for retrieving the sales
activity information stored in the database; and

sales-activity-information display means for displaying the
retrieved sales activity information on a display device, and

25 wherein said sales-activity-information storage means stores, in

the database, activity item information representing the sales activities, in association with a plurality of stages according to which the sales activities are classified based on progress of the business transaction,

- 5 said sales-activity-information retrieval means retrieves the activity item information stored in the database, in response to an instruction of an operator of a terminal, and

- said sales-activity-information display means controls the display device of the terminal to display the activity item information
10 retrieved by said sales-activity-information retrieval means, in association with information representing each of the stages corresponding to the activity item information.

19. A computer readable recording medium storing a program for controlling a computer to execute the steps of:

- 15 storing, in a database, a plurality of activity item information sets respectively representing each of a plurality of sales activity items included in sales activities for achieving a business transaction, in association with each of a plurality of stages according to which the plurality of sales activity items are classified based on
20 progress of the business transaction;

 retrieving one or more activity item information sets stored in the database, in response to an instruction from an operator of a terminal; and

- controlling a display device of the terminal to display both of the
25 one or more retrieved activity information sets and information

representing one of the plurality of stages which corresponds to the one or more activity information sets.

20. The computer readable recording medium according to claim 19, said program further controlling a computer to execute the
5 step of

storing activity item evaluation information representing whether each of the plurality of activity items has been attained, in association with each of the activity item information sets.